KEJIMKUJIK VISITOR SURVEY:

MARKET SEGMENTATION ANALYSIS

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PREFACE

This report was, originally, bound together with an analysis of the potential travel market for Canada in the United States. The travel analysis segment of the original report, which is referred to in the introduction of this report, is now contained in a separate report. It's title is: Study of the Potential Travel Market for Canada in the United States. The title of the original report is: Analysis of Two Data Sets: 1.) Kejimkujik Visitor Survey, 2.) Study of the Potential Travel Market for Canada in the United States.

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INTRODUCTION

This report summarizes the analyses of two data sets: 1) Kejimkujik Visitor data set and 2) U.S. Potential Market data set.

Analysis of the Kejimkujik data set consisted of the identification of park user segments in terms of activities engaged in while visiting the park and the benefits sought during the visit. The activity and benefit segments identified are described in the first section of this report.

In the analysis of the U.S. Potential Market data set, three groups of travellers were identified, each of which are defined as prime prospects for one of three Parks Canada product offerings; historic sites, national parks, or resort areas in a wilderness setting. A secondary analysis of this data set segmented three segments with high potential for Parks Canada products based upon perception of Canada relative to other vacation destinations. Results of these analyses are presented in the second section of this report.

KEJIMKUJIK VISITOR SURVEY

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KEJIMKUJIK VISITOR SURVEY

Background

The Kejimkujik Visitor Survey was developed to provide responsive planning input for the development of park facilities and services. Questionnaire areas included a profile of who the visitors are, prior usage of the park, their expectations of the park in terms of activities and facilities, activities engaged in during their visit, the factors contributing to the decision to visit Kejimkujik and evaluation of facilities and the overall Kejimkujik experience.

The study sample consists of 809 visitors to the park between August 1 and September 5, 1982, distributed across four visitor types: semi-service, day use, backcountry and group. All analyses discussed in this report were conducted on unweighted data.

The initial analysis of the Kejimkujik Visitor Survey examined park visitors in terms of five a priori segments defined by visitors' planned park use. Upon entering the park, each party was classified as group campers, backcountry campers, main park campers, day activity users, or day sightseers.

This report focuses on differences among the segments defined by the activities engaged in and the benefits sought during the visit to Kejimkujik National Park. A brief discussion of the segmentation method used is included in the appendices to this report.

ACTIVITY SEGMENTS

ACTIVITY SEGMENTS

Visitors to Kejimkujik were divided into four segments based on differences in the importance each segment places on the activities in which they participated during their visit. This chart summarizes the differences among the five distinct activity segments. Each segment has been given a name which broadly captures the activities of importance to the segment. The activity segments are profiled in the following tables. A more detailed profile is available in the computer tabulations which accompany this report.

DIFFERENCES AMONG ACTIVITY SEGMENTS

Segment size	Main park campers N=424 54%	Backcountry campers N=132 18%	Day canoers/ hikers N=56 7%	Picnickers N=177 22%
Attributes of proportionately greater importance ↑	Main park camping Camp fire Theatre attendance Outdoor cooking	Backcountry camping Overnight canoeing Overnight hiking General living skills Camp fire	Day canoeing Day hiking Wildlife/bird watching	Picnicking
↓ Attributes of proportionately lesser importance	Backcountry camping	Picnicking Theatre attendance Supervised swimming Sightseeing from auto Main park camping	Relaxing Visiting friends General living skills Visiting surrounding area Camp fire Sightseeing from auto Outdoor cooking	Bicycling Day canoeing Backcountry camping Non-supervised swimming Theatre attendance General living skills Outdoor cooking Main park camping Camp fire

This chart shows the extent to which each segment proportionately more or less wants specific activities relative to total visitors. However, the absolute importance level of each activity must also be considered using the following table.

The four activity segments identified when visitors are segmented on importance of park activities participated in closely parallel the a priori segments determined upon entrance to the park.

- However, group campers are not differentiated from other user types with respect to the importance they place upon activities participated in.

- The majority of day canoers/hikers are based in the main camp, and use the camp as a base for their day trips. This segment also includes day visitors visiting the park for a day of hiking or canoeing.

- Over one-half of picnickers are classed as day sightseers, with one-quarter classed as day activity visitors. This one-quarter does not place as great importance on the activities provided by the park as is suggested by their a priori classification.

- Three-fifths of park users placing great importance on backcountry camping are classified as backcountry campers based on the a priori segmentation. One-quarter of this segment are main park campers suggesting that these visitors may have preferred the backcountry to the main park, but were unable to use the backcountry sites due to availability or other constraints.

- Over nine-tenths of users classed as main park campers upon entrance to the park are also classified as such based on the importance of activities participated in.

TYPE OF PARK USER
BY ACTIVITY SEGMENTS

	Total	Main park campers	Picnickers	Back country campers	Day canoers/ hikers
Base	789	424	177	132	56
	%	%	%	%	%
Group campers	3	3	3	3	4
Backcountry campers	12	2	2	[60]	5
Main park camp	60	[91]	14	26	58
Day activities	9	2	[26]	5	[20]
Day sightseers	16	2	[54]	6	13

The percentages of each segment rating activities participated in as extremely important is shown in this table.

- Relaxing is an activity of importance to one-half of all visitors.
- Main park campers place greater importance on main park camping and campfire than do other visitors.
- Picnickers place greater importance on picnicking. They also feel visiting friends is of greater importance than do the other segments.
- Backcountry campers are less interested in relaxing, and feel backcountry camping, overnight canoeing and hiking and general living skills are important.
- Day canoers/hikers are an active group, saying day canoeing or hiking is important to them. A greater percentage of this group also places importance on rowing, kayaking and power boating.

IMPORTANCE OF ACTIVITIES PARTICIPATED IN BY ACTIVITY SEGMENTS

(% saying activity extremely important)

Base	Total	Main park campers	Pic-nickers	Back country campers	Day canoers/ hikers
	%	%	%	%	%
Relaxing	49	52	50	42	40
Backcountry camping	45	15	22	66	25
Camp fire	44	49	11	46	20
Overnight canoeing	43	2	-	70	45
Main park camping	42	48	13	18	31
Outdoor cooking	40	44	29	38	11
Day canoeing	40	37	34	38	60
Supervised swimming	34	38	43	11	11
Non-supervised swimming	31	32	24	31	35
Bicycling	29	32	19	17	25
Walking - less than 2 hours	27	29	29	15	27
Picnicking	26	21	36	24	33
Day hiking	25	21	27	25	37
Visiting surrounding area	24	23	29	27	9
Wildlife/bird watching	24	22	32	19	28
Photography	23	20	26	27	28
Group camping	22	17	18	27	44
Fishing	22	18	27	27	33
General living skills	21	21	17	29	-
Overnight hiking	20	6	-	42	18
Visiting friends	20	19	36	16	8
Sightseeing from auto	20	20	27	15	-
Orienteering	15	16	23	9	12
Theatre attendance	13	14	8	13	-
Interpretation/skill demonstration	12	13	11	10	7
Rowing	12	12	11	5	38
Tubing/river floating	13	10	20	13	25
Power boating	11	9	15	13	20
Painting	10	8	18	11	-
Sail/wind surfing	9	2	-	17	25
Kayaking	8	3	-	25	-
Exhibit viewing	8	8	12	6	3
Scientific study	7	8	4	7	9
Scuba/skin diving	8	6	10	12	-
Crafts	3	4	4	-	-

The percentages of each group using the park facilities is shown in this table.

- The most frequently used facility in the park is the trails, with 86 percent of visitors taking advantage of this facility. The visitor reception is also used by most visitors, regardless of the activities engaged in.

- Main park campers are the heaviest users of park facilities, and use most of the facilities to a greater extent than the other activity segments.

- On the other hand, use of facilities among the picnickers is much lower relative to the other activity segments.

- Backcountry campers use the backcountry campsites and the boat landing to a greater degree, and use other facilities to a lesser extent. This, of course, is a function of the location of the facilities within the park.

- The day canoers and hikers are using the guided walks and paddles more than other segments. There is also a higher usage of the boat landing, and boat and canoe rentals among this segment.

USE OF FACILITIES BY ACTIVITY SEGMENTS

	Total	Main park campers	Pic-nickers	Back country campers	Day canoers/ hikers
Base	789	424	177	132	56
	%	%	%	%	%
Trails	86	89	(76)	84	92
Visitor reception area	82	84	75	83	82
Beaches	77	[87]	(57)	70	76
Main park campground	73	[96]	(31)	(46)	69
Shower buildings	67	[89]	(26)	(49)	(53)
Canteen	64	[75]	(50)	(47)	62
Picnic sites	63	61	68	62	59
Exhibit centre	56	[65]	48	(37)	52
Outdoor theatre	53	[75]	(11)	(28)	53
Playgrounds	49	[63]	(32)	(27)	(37)
Guided walks	39	[48]	(21)	(23)	[51]
Boat landings	37	36	(19)	[57]	[53]
Boat/canoe rentals	38	39	(25)	43	[53]
Children's program	21	28	(11)	(10)	(11)
Backcountry campsites	20	(5)	(7)	[81]	20
Guided paddles	13	17	(1)	10	[23]
Group camp area	11	10	8	15	13
Bilingual services	8	7	8	13	6

Park visitors rated facilities used as better, the same or worse than expected. The first of the following tables compares the percentage within each segment rating facilities as better than expected.

- Fewer main park campers rated the shower building as better. Note that this segment comprises the heaviest users of the shower building.

- Picnickers rated most of the facilities used as better than expected relative to the other segments. However, this segment does not use the facilities as much as do other segments.

- The backcountry campers who used the exhibit centre or the children's program had more positive perception of these facilities. Fewer of those backcountry campers using the guided walks rated this facility as better than expected.

- The day canoer/hiker segment are heavier users of the boat landing and boat and canoe rentals, and fewer members of this segment rated these facilities as better than expected. Fewer members of this group rate the exhibit centre as better.

RATING OF FACILITIES USED BY ACTIVITY SEGMENTS

(% saying facility better)

	Total	Main park campers	Pic-nickers	Back country campers	Day canoers/ hikers
	%	%	%	%	%
Trails	39	38	[47]	36	37
Visitor reception area	33	32	32	31	(21)
Beaches	27	25	[36]	22	32
Main park campground	29	28	[41]	28	26
Shower building	54	(35)	50	52	54
Canteen	15	14	14	15	17
Picnic sites	26	25	33	23	24
Exhibit centre	24	19	[39]	[37]	(13)
Outdoor theatre	31	32	(19)	23	27
Playgrounds	28	27	28	35	28
Guided walks	45	42	[70]	(35)	(28)
Boat landing	18	15	[44]	18	(8)
Boat/canoe rentals	24	19	[41]	27	27
Children's program	33	32	25	[64]	-
Backcountry campsites	46	40	50	50	(20)
Guided paddles	46	43	100	36	[73]
Group camp area	50	(33)	55	(25)	50
Bilingual services	41	41	55	33	-

The next four tables examine the rating of facilities used by the four activity segments in more detail. The percentage of each group rating each facility as better, same or worse than expected is shown.

- Among all four segments, the canteen and the boat and canoe rentals have a relatively low rating, with very few visitors rating these two facilities as better than expected, and approximately 10 to 15 percent of visitors rating these facilities as worse than expected.

- Additionally, 12 percent of the day canoeing/hiking segment reported that the boat landing was worse than expected, with this facility being used by more than one-half of this segment.

RATING OF FACILITIES USED BY MAIN PARK CAMPER ACTIVITY SEGMENT

	% used facility	RATING		
		Better	Same	Worse
Base	424			
	%			
Trails	89	38	60	*
Visitor reception area	84	32	67	1
Beaches	87	25	71	4
Main park campground	96	28	71	2
Shower building	89	35	61	4
Canteen	75	14	76	11
Picnic sites	61	25	74	1
Exhibit centre	65	19	75	6
Outdoor theatre	75	32	64	4
Playgrounds	63	27	70	3
Guided walks	48	42	57	2
Boat landing	36	15	82	3
Boat/canoe rentals	39	19	70	9
Children's program	28	32	62	5
Backcountry campsites	5	40	60	-
Guided paddles	17	43	57	-
Group camp area	10	33	63	3
Bilingual services	7	41	55	-

RATING OF FACILITIES USED BY PICNICKER ACTIVITY SEGMENT

	% used facility	RATING		
		Better	Same	Worse
Base	177			
	%			
Trails	76	47	53	-
Visitor reception area	75	32	67	1
Beaches	57	36	61	2
Main park campground	31	41	52	7
Shower building	26	50	45	5
Canteen	50	14	76	11
Picnic sites	68	33	66	1
Exhibit centre	48	39	60	1
Outdoor theatre	11	19	75	6
Playgrounds	32	28	68	4
Guided walks	21	70	30	-
Boat landing	19	44	52	4
Boat/canoe rentals	25	41	46	14
Children's program	11	25	69	6
Backcountry campsites	7	50	50	-
Guided paddles	1	100	-	-
Group camp area	8	55	36	9
Bilingual services	8	55	45	-

RATING OF FACILITIES USED BY BACKCOUNTRY CAMPER ACTIVITY SEGMENT

	% used facility	RATING		
		Better	Same	Worse
Base	132			
	%			
Trails	84	36	62	2
Visitor reception area	83	31	68	1
Beaches	70	22	76	2
Main park campground	46	28	69	4
Shower building	49	52	40	9
Canteen	47	15	80	6
Picnic sites	62	23	74	3
Exhibit centre	37	37	61	2
Outdoor theatre	28	23	71	6
Playgrounds	27	35	58	6
Guided walks	23	42	54	4
Boat landing	57	18	80	2
Boat/canoe rentals	43	27	65	8
Children's program	10	64	36	-
Backcountry campsites	81	50	49	1
Guided paddles	10	36	64	-
Group camp area	15	25	75	-
Bilingual services	13	33	67	-

RATING OF FACILITIES USED BY DAY CANOER/HIKER ACTIVITY SEGMENT

	% used facility	RATING		
		Better	Same	Worse
Base	56			
	%			
Trails	92	37	57	7
Visitor reception area	82	21	76	2
Beaches	76	32	66	3
Main park campground	69	26	68	6
Shower building	53	54	42	4
Canteen	62	17	69	14
Picnic sites	59	24	76	-
Exhibit centre	52	13	79	8
Outdoor theatre	53	27	69	4
Playgrounds	37	28	72	-
Guided walks	51	48	52	-
Boat landing	53	8	81	12
Boat/canoe rentals	53	27	58	15
Children's program	11	-	80	20
Backcountry campsites	20	20	80	-
Guided paddles	23	73	18	9
Group camp area	13	50	50	-
Bilingual services	6	-	67	33

Prior knowledge of Kejimkujik among the activity segments is examined in this table.

- The picnickers are less likely to have visited Kejimkujik in the past then the other segments, and are also less likely to have visited other national parks. For two-fifths of the picnicker segment, the reported visit was their first. Members of the other groups have visited Kejimkujik on average of five times prior to the current visit.

- Expectations of Kejimkujik are for the most part based on word of mouth and past experiences at the park. The backcountry relies upon Kejimkujik information more than the other segments.

- A greater percentage of both the backcountry and day canoer/hiker segments knew the activities they would participate in prior to arriving at Kejimkujik due to the nature of their plans. Members of the picnicker segment are less apt to know what activities they will be engaging in prior to their visit.

PRIOR KNOWLEDGE OF KEJIMKUJIK AMONG ACTIVITY SEGMENTS

	Total	Main park campers	Pic-nickers	Back country campers	Day canoers/ hikers
Base	789	424	177	132	56
	%	%	%	%	%
Number of prior visits to Kejimkujik					
None	29	26	40	25	36
One to two	14	11	15	18	15
Three to five	16	18	16	15	9
Six to ten	14	17	10	12	9
More than ten	27	28	18	31	31
	#	#	#	#	#
Average # of prior visits	5.1	5.5	(3.8)	5.4	5.0
	%	%	%	%	%
Have visited other National Parks					
Often	31	36	21	30	35
Occasionally	50 81	50 86	48 (69)	53 83	51 86
Seldom	15	11	25	15	13
Never	4 19	3 14	6 [31]	2 17	2 15
Expectations based on ...					
Kejimkujik information	19	18	16	[26]	19
Experience at other National Park	15	15	17	(9)	19
Word of mouth	28	32	26	21	25
General knowledge about parks	4	3	4	4	4
Tourist literature	4	2	7	4	4
Past Kejimjujik experience	30	30	26	34	26
Knew activities before arriving at Kejimkujik	65	66	(49)	[75]	[80]

This table provides insight into the decision process behind selection of Kejimkujik as a destination.

- Main park campers chose Kejimkujik for the experience and an opportunity to camp. For the picnickers, scenery was a primary reason behind the selection of Kejimkujik. Backcountry campers and day canoers/hikers reported canoeing as a major reason in the selection of Kejimkujik.

- Most visitors made the decision to visit Kejimkujik while at home. However, a greater percentage of the picnicker segment decided to visit Kejimkujik while travelling.

- As such, for a large percentage of the picnicker segment, the decision to visit Kejimkujik was an impulsive one. Similarly, more than two-fifths of day canoers/hikers made the decision to visit Kejimkujik less than three days before their visit. Main park and backcountry campers made the decision to visit Kejimkujik much earlier.

VISIT PLANNING PROFILE
BY ACTIVITY SEGMENTS

	Total	Main park campers	Pic-nickers	Back country campers	Day canoers/ hikers
Base	789	424	177	132	56
Major reason chose to visit Kejimkujik	%	%	%	%	%
Experience	13	17	6	10	12
Camp	13	16	7	10	14
Scenery	12	12	16	11	8
To canoe	10	5	4	27	20
Close	11	11	10	10	14
Never been	9	9	11	5	10
To hike	3	2	6	4	4
Safe	2	2	1	1	-
Other	28	26	39	22	20
Who made decision					
Husband	11	10	14	8	16
Wife	7	6	11	3	7
Children	1	2	2	-	-
Group Leader	4	2	2	10	4
Other	78	80	72	79	73
Where made decision					
At home	78	85	62	73	81
En route	13	9	26	13	13
Other	9	6	12	14	6
When made decision					
Impulse	16	8	38	10	22
1 to 3 days before	17	11	29	16	22
4 to 6 days before	9	9	7	11	9
1 to 2 weeks before	12	13	9	12	11
3 weeks to 1 month before	12	15	5	13	11
1 to 3 months before	17	21	7	18	11
More than 3 months before	18	23	5	20	13
Average # of weeks before visit made decision to go	8.9	11.3	2.6	10.4	6.8
Kejimkujik was ... (among overnight visitors)					
First choice	82	83	85	82	71
Not first choice	18	17	15	18	29

Most of the facilities that visitors to the park expect to use while visiting Kejimkujik are available in the park or within one kilometre of the park entrance. Those which are not are specified as not available (NA) in the following table. The exception is heated washrooms, which are not available but are expected by more than one-half of visitors.

- Main park campers have higher expectations with respect to available facilities and expect amenities such as shower building, heated washrooms, grocery store, laundromat and campsites with water and electricity moreso than the other segments.

- Picnickers have lower expectations in terms of the facilities they anticipate using.

- Backcountry campers expect to use the boat landing, campfire pits and the backcountry campsites.

- The day canoers/hikers also expect to use the boat landing to a greater degree, and expect to use the visitor centre moreso than the other three segments.

FACILITIES EXPECTED TO USE BY ACTIVITY SEGMENTS

		Total	Main park campers	Pic-nickers	Back country campers	Day canoers/ hikers
	Base	789	424	177	132	56
		%	%	%	%	%
	Trails	79	85	65	78	80
	Campfire pits	65	78	27	80	52
	Shower buildings	59	81	23	42	55
	Visitor centre	59	59	59	56	70
NA	Heated washrooms	56	69	41	36	52
	Semi-serviced sites	52	68	18	37	50
	Picnic sites	48	48	57	38	45
	Grocery store	46	60	20	36	38
	Cut firewood	45	61	12	42	30
	Playgrounds	44	59	29	23	29
	Canteen	44	52	36	29	39
	Boat landing	40	41	22	52	61
	Exhibit centre	39	45	36	23	43
	Guided walks	39	51	20	24	45
	Boat/canoe rentals	37	45	23	36	34
	Cooking shelter	29	33	25	19	34
	Backcountry campsites	24	15	12	67	30
NA*	Laundromat	24	36	7	14	9
NA*	Tourist Bureau	24	22	29	23	18
NA	Campsites water electricity	22	28	14	14	21
	Children's programme	21	31	10	9	13
	Garage	19	28	5	13	11
	Guided paddles	18	26	6	8	21
NA*	Restaurants	15	16	16	9	13
NA	Recreation building	15	22	10	5	9
	Craft stores	13	17	11	6	7
NA	Movie theatre	11	17	3	4	4
	Churches	10	16	3	5	2
	Trip/visit planning	10	10	6	17	11
NA	Developed sports areas	9	13	5	5	11
	Bilingual services	9	10	6	9	9
	Canoe clinics	8	8	4	9	13
NA*	Video arcade	8	9	7	4	13
NA*	Clothing stores	6	8	3	3	4
NA	Tour boat	5	7	3	2	9
NA	Craft programmes	5	7	4	2	2
NA	Campcraft courses	4	5	2	2	5
	Roofed - hotel lodging	3	1	6	2	4

* Available within 15 kilometres of park entrance

The four activity segments differ in terms of the length and type of visit to Kejimkujik.

- Main park campers stay at the park between four and fourteen days for the most part, with an average length of stay of five days. The visit is less apt to be a stopover, and among those main campers for whom it was a stopover, fewer main park campers report that the park visit was the highlight of the extended trip relative to the other groups. The bulk of visits by main park campers are summer visits.

- Over four-fifths of picnickers stayed at the park only one day, and almost one-half report that Kejimkujik was a stopover on an extended trip. Kejimkujik was the highlight of the trip for four-fifths of stopover picnickers. Fewer of the picnickers have visited Kejimkujik during the summer months.

- One-half of backcountry campers stayed at the park two to three days, suggesting heavy week-end usage among this activity segment, and for four-fifths of this segment, Kejimkujik was the only destination. Backcountry campers are more likely than the other segments to have visited the park in seasons other than summer.

- Day canoers/hikers stay at Kejimkujik an average of three days, and Kejimkujik is more apt to be a stopover among members of this segment.

VISIT DESCRIPTORS
BY ACTIVITY SEGMENTS

	Total	Main park campers	Pic-nickers	Back country campers	Day canoers/ hikers
Base	789	424	177	132	56
	%	%	%	%	%
Length of stay					
1 day	30	11	[86]	13	38
2 - 3 days	31	35	11	[45]	31
4 - 7 days	25	33	2	31	25
8 - 14 days	13	18	1	13	6
15 days or more	2	3	-	-	-
	#	#	#	#	#
Average length of stay	4.1	[5.3]	(1.4)	4.3	3.1
	%	%	%	%	%
Kejimkujik was stopover on extended trip	27	22	[44]	23	[44]
Kejimkujik was highlight of that trip	75	(68)	79	88	80
Season(s) have visited Kejimkujik					
Summer	72	75	(63)	77	70
Fall	29	27	29	[35]	29
Winter	10	6	10	[19]	14
Spring	20	19	18	24	23

Some differences exist between the activity segments in terms of the basic visitor descriptors profiled in this table.

- Picnickers are more likely to describe themselves as novices in outdoor experience whereas a greater percentage of backcountry campers describe themselves as experienced.

- Main park campers, picnickers and day canoers/hikers are visiting the park as a family, whereas more of the backcountry segment are visiting with friends.

- Average party size is four, with day canoer/hiker party size being somewhat lower (3.6).

- More than four-fifths of the main park camper activity segment reside in Nova Scotia. One-fifth of picnickers, and one-quarter of the day canoers/hikers are visiting from New England.

VISITOR DESCRIPTORS
BY ACTIVITY SEGMENTS

	Total	Main park campers	Pic-nickers	Back country campers	Day canoers/ hikers
Base	789	424	177	132	56
	%	%	%	%	%
Outdoor experience					
Novice	14	14	22	9	9
Intermediate	52	56	46	48	54
Experienced	34	31	33	44	37
Party composition					
Family	75	81	73	56	77
Friends	19	13	23	31	16
Group	4	3	1	10	4
Alone	2	1	2	3	4
	#	#	#	#	#
Average number in party	4.2	4.3	4.1	4.4	3.6
Residence	%	%	%	%	%
Nova Scotia	75	83	63	69	61
Other Atlantic provinces	3	4	3	5	4
Quebec/Ontario	5	4	7	5	9
Prairies/B.C.	1	1	3	2	2
New England	13	6	20	18	26
Other U.S.	2	2	3	1	-
Other	1	*	2	2	-

In this table, the activity segments' overall rating of their visit to Kejimkujik is shown along with most memorable and most negative aspects.

- Almost all visitors to the park rate their visit as good or excellent. The backcountry campers in particular feel very positive about their Kejimkujik experience, with almost three-quarters of this group rating their visit as excellent.

- Cited as the most memorable aspect of the visit among all visitors is the setting or wildlife. The setting was cited as most memorable among members of the picnicker segment moreso than the other segments, while fewer members of this segment mentioned activities as being the most memorable aspect of their trip.

- The negative aspect cited most by visitors was the programme. This merits closer examination to determine exactly which aspects of the park programme may have problems. Noise was cited as a problem by one-quarter of day canoers/hikers.

RATING OF KEJIMKUJIK VISIT
BY ACTIVITY SEGMENTS

	Total	Main park campers	Pic-nickers	Back country campers	Day canoers/ hikers
Base	789	424	177	132	56
	%	%	%	%	%
Overall rating of visit					
Excellent	63	60	59	72	59
Good	33	35	38	23	36
	96	95	97	95	95
Fair	4	4	3	4	5
Poor	*	*	-	1	-
Most memorable experience					
Setting	28	23	39	31	31
Wildlife	27	31	25	21	29
Activities	21	21	14	23	27
Experience nature	7	5	11	12	2
Service	4	3	3	5	4
Programme	2	3	1	-	2
Most negative aspect					
Programme	19	21	17	18	9
Noise	15	18	4	11	24
Wood	8	10	-	7	6
Service	7	7	5	8	9
No canoe	2	2	1	1	-
Activities	1	1	1	2	-
Setting	1	1	1	1	-
Cost	1	1	1	-	-

In addition to participating in different activities during their visit to the park, visitors may also be seeking different benefits. This table shows the percentages of each activity segment saying each park benefit is extremely important to them.

- The benefits of greatest importance to all visitors are related to the setting of Kejimkujik: enjoying natural surroundings and enjoying the scenery.

- Sharing the backcountry experience is important to backcountry campers. This segment wants to do things with friends, be with others who enjoy the same things, and share what they learn with others. They also want to develop their skills and ability with a challenging experience.

- The day canoers/hikers are less interested in exploring new and different things, releasing tension, doing things with friends or remembering things to talk about home. Rather, they are at the park to canoe and/or hike.

IMPORTANCE OF PARK BENEFITS
BY ACTIVITY SEGMENTS
(% saying benefit extremely important)

	Total	Main park campers	Pic-nickers	Back country campers	Day canoers/ hikers
Base	789	424	177	132	56
	%	%	%	%	%
Enjoy natural surroundings	57	53	59	63	57
Peace and tranquility	51	52	52	49	46
Enjoying the scenery	50	47	56	55	46
Explore new and different things	32	29	36	37	(21)
Release built-up tension	27	28	25	30	(18)
Do things with friends	24	23	25	[34]	(14)
Learning about nature	22	21	23	24	20
Be with others who enjoy same things	22	20	22	[29]	17
Remember things to talk about at home	22	22	27	19	(12)
Draw family together	21	24	21	19	(8)
Use my outdoor equipment	12	13	8	11	10
Improve my health	10	9	7	14	12
Share what I learn with others	8	7	10	8	4
Challenging	7	6	6	[15]	2
Getting in shape	5	5	5	6	4
Chance to meet new people	6	7	7	2	4
Develop skills and ability	4	3	1	[12]	2
To party	2	2	3	3	2

BENEFIT SEGMENTS

BENEFIT SEGMENTS

Kejimkujik vistors were also divided into five segments based on differences in the benefits sought by each group during their visit to Kejimkujik. This chart summarizes the differences among the five distinct benefit segments. Each segment has been given a name which broadly characterizes the park benefits the segment dsecribes as important. These segments are profiled in the following tables, and a more detailed profile is available in the computer tabulations which accompany this report.

DIFFERENCES AMONG BENEFIT SEGMENTS

Segment size	Family relaxing N=226 31%	Family & friends N=195 27%	Active friends N=103 14%	Learning & experiencing N=130 18%	Party N=68 9%
Attributes of proportionately greater importance ↑	Draw family together Release tension Peace and tranquility	Draw family together Be with others who enjoy same things Do things with friends Share what I learn Chance to meet new people	Thought it would be challenging Do things with friends Improve health Use outdoor equipment Get in shape	Learn about nature Explore new and different things	Party Help release tension Do things with friends
↓ Attributes of proportionately lesser importance	Be with others who enjoy same things Do things with friends			Peace and tranquility Use outdoor equipment Improve health Draw family together Help release tension	Explore new and different things Improve health Learn about nature Draw family together

This chart shows the extent to which each segment proportionately more or less wants specific benefits relative to total visitors. However, the absolute importance level of each benefit must also be considered using the following table.

market facts

The percentages of each segment rating park benefits as very important are shown in the next table. This provides a description of each segment in terms of the benefits its members feel are of primary importance on their visit to Kejimkujik.

- Enjoying natural surroundings and enjoying the scenery are benefits of primary importance to more than one-half of all visitors.

- The 31% of the sample which make up the family relaxing segment want peace and tranquility during their visit. They are less interested doing things with friends, or being with others who enjoy the same things.

- Conversely, members of the family and friends segment, comprising 27% of the sample, want to do things with friends, be with others who enjoy the same things, and share what they learn with others in addition to being with their family.

- The party segment wants to release built up tensions and party. This 9% of the sample is less interested in enjoying the scenery, exploring new and different things or learning about nature. Nor do they want to be with family or use their outdoor equipment.

- The 18% of the sample making up the learn and experience segment want to explore new and different things. Peace and tranquility and releasing built up tension are of lesser importance to this segment.

- The active friends segment visit the park to release tension and do things with friends. This 14% of the sample wants to use their outdoor equipment to get in shape and improve their health. They want their park experience to be challenging, and to develop their skills and ability.

IMPORTANCE OF PARK BENEFITS
BY BENEFIT SEGMENTS
(% saying benefit extremely important)

	Total	Family relaxing	Family and friends	Party	Learn and experience	Active friends
Base	722	226	195	68	130	103
	%	%	%	%	%	%
Enjoy natural surroundings	57	61	54	54	57	54
Enjoying the scenery	51	55	47	(31)	59	55
Peace and tranquility	50	[62]	49	58	(28)	51
Explore new and different things	31	26	26	(17)	[38]	[50]
Release built-up tension	27	29	28	[51]	(1)	35
Do things with friends	24	(2)	[38]	22	24	[50]
Learning about nature	21	24	[20]	(3)	26	24
Be with others who enjoy same things	21	(4)	[45]	21	(10)	29
Draw family together	21	24	[42]	(-)	5	9
Remember things to talk about at home	21	17	24	21	17	26
Use my outdoor equipment	11	11	13	4	3	[24]
Improve my health	9	9	8	4	-	[25]
Share what I learn with others	7	4	[14]	3	5	6
Challenging	7	3	5	1	4	[28]
Getting in shape	5	5	4	2	1	[16]
Chance to meet new people	5	3	8	9	5	2
Develop skills and ability	4	3	1	-	2	[14]
To party	2	*	1	[13]	2	1

This table examines the importance of activities participated in by each of the benefit segments. The percentages of each segment specifying an activity as extremely important is shown.

- The family relaxing segment is not differentiated in terms of importance of activities.

- The family and friends segment use Kejimkujik as a meeting place and visit friends during their visit. They are less likely to day canoe than other segments.

- The party segment is differentiated in that they place less importance on the activities offered by the park.

- Conversely, the active friends segment value the various activities the park offers: backcountry camping, day canoeing and hiking, overnight canoeing, general living skills, tubing and rafting.

IMPORTANCE OF ACTIVITIES PARTICIPATED IN BY BENEFIT SEGMENTS

(% saying activity extremely important)

	Total	Family relaxing	Family and friends	Party	Learn and exper-ience	Active friends
	%	%	%	%	%	%
Relaxing	50	54	51	54	(31)	60
Backcountry camping	45	38	37	40	52	[62]
Camp fire	45	44	46	41	39	[54]
Overnight canoeing	43	42	34	(31)	50	[58]
Main park camping	42	43	44	33	37	51
Outdoor cooking	40	34	46	33	38	47
Day canoeing	40	40	(29)	34	45	[57]
Supervised swimming	34	31	41	(22)	36	30
Non-supervised swimming	31	24	36	37	29	37
Bicycling	29	26	32	23	23	[39]
Walking - less than 2 hours	27	29	25	22	26	34
Picnicking	26	23	27	32	21	33
Day hiking	24	20	19	18	29	[38]
Visiting surrounding area	24	19	24	24	28	29
Wildlife/bird watching	23	25	23	(13)	26	22
Group camping	22	10	18	33	[43]	31
Photography	22	21	23	14	15	[33]
Fishing	21	28	16	14	(11)	[32]
General living skills	20	15	24	18	15	[31]
Overnight hiking	20	18	21	20	21	21
Visiting friends	20	(7)	[36]	16	12	20
Sightseeing from auto	20	15	26	13	20	21
Orienteering	15	11	20	-	16	18
Theatre attendance	13	11	15	8	14	14
Interpretation/skill	12	10	14	7	10	17
Rowing	12	10	13	-	13	20
Tubing/river floating	12	3	10	17	18	24
Power boating	10	7	16	-	-	18
Painting	10	11	9	-	17	12
Sail/wind surfing	9	12	9	-	13	-
Kayaking	9	12	-	11	11	11
Exhibit viewing	8	10	9	3	5	12
Scientific study	7	5	11	-	10	4
Scuba/skin diving	6	4	6	14	13	-
Crafts	3	-	8	-	5	-

The benefit segments differ in their use of the various park facilities, although almost 90 percent of all visitors take advantage of the park trails.

- The family relaxing segment makes greater use of the boat landing and the guided paddles.

- Family and friends are more frequent users of the canteen, and use the play ground moreso than the other segments. Fewer members of this group use the backcountry campsites.

- The party segment tends to use the park facilities less as compared with the other visitor segments.

- Fewer members of the learn and experience segment report having used the picnic sites or the main park campground.

- The active friends report higher usage of the trails and the backcountry campsites.

USE OF FACILITIES BY BENEFIT SEGMENTS

	Total	Family relaxing	Family and friends	Party	Learn and exper-ience	Active friends
Base	722	226	195	68	130	103
	%	%	%	%	%	%
Trails	86	86	86	83	84	[91]
Visitor reception area	82	87	76	74	87	82
Beaches	77	80	83	73	(66)	76
Main park campground	74	78	76	76	(63)	70
Shower buildings	69	69	70	75	63	68
Canteen	65	64	[74]	63	57	59
Picnic sites	63	68	71	(50)	(50)	62
Exhibit centre	56	63	58	36	52	55
Outdoor theatre	53	59	58	34	48	49
Playgrounds	51	53	[67]	40	(40)	37
Guided walks	39	45	37	21	37	40
Boat landings	38	[48]	34	(27)	29	40
Boat/canoe rentals	38	40	34	41	38	38
Children's program	22	25	26	10	18	18
Backcountry campsites	20	20	(11)	22	19	[38]
Guided paddles	13	[21]	10	3	8	15
Group camp area	11	10	11	13	10	12
Bilingual services	8	8	10	5	3	12

This table presents the percentage of each benefit segment rating facilities used as better than expected. The park benefit segments are relatively undifferentiated in terms of their ratings of facilities used, with the following exceptions.

- Fewer members of the family relaxing segment rated the canteen as better than expected. On the other hand, more members of the party rated this facility as better.

- The party segment also had a more positive reaction to the visitor reception area.

- More members of the learn and experience segment rate the main park campground as exceeding their expectations than in the other segments.

- Two-thirds of the active friends segment, heavy users of the backcountry sites, rated this facility as better than expected.

RATING OF FACILITIES USED BY BENEFIT SEGMENTS

(% saying facility better)

	Total	Family relaxing	Family and friends	Party	Learn and exper-ience	Active friends
	%	%	%	%	%	%
Trails	39	37	42	37	46	36
Visitor reception area	33	30	32	[44]	29	36
Beaches	27	23	30	22	31	27
Main park campground	29	23	27	33	[39]	33
Shower building	40	38	40	38	43	40
Canteen	14	(9)	16	[24]	15	18
Picnic sites	26	23	28	19	33	26
Exhibit centre	24	18	19	52	31	31
Outdoor theatre	31	28	33	30	33	34
Playgrounds	27	25	25	25	35	32
Guided walks	46	44	49	50	51	40
Boat landing	18	13	18	31	21	21
Boat/canoe rentals	24	22	20	36	25	25
Children's program	38	33	31	67	38	29
Backcountry campsites	45	43	30	54	39	[65]
Guided paddles	46	48	28	100	57	44
Group camp area	34	35	30	43	27	45
Bilingual services	40	62	39	33	18	25

The following five tables detail the rating of facilities for each of the five segments, showing the percentage of the segment using the facility, and the percentage of users rating the facility as better, same or worse than expected.

RATING OF FACILITIES USED BY FAMLY RELAXING

BENEFIT SEGMENT

	% used facility	RATING		
		Better	Same	Worse
Base	226			
	%			
Trails	86	37	60	3
Visitor reception area	87	30	69	1
Beaches	80	23	73	4
Main park campground	78	23	74	3
Shower building	69	38	55	7
Canteen	64	9	81	10
Picnic sites	68	23	76	1
Exhibit centre	63	18	75	7
Outdoor theatre	59	28	67	6
Playgrounds	53	25	71	4
Guided walks	45	44	55	1
Boat landing	48	13	83	4
Boat/canoe rentals	40	22	69	7
Children's program	25	33	59	7
Backcountry campsites	20	43	57	-
Guided paddles	21	48	50	2
Group camp area	10	35	65	-
Bilingual services	8	62	38	-

RATING OF FACILITIES USED BY FAMILY AND FRIENDS

BENEFIT SEGMENT

	% used facility	RATING		
		Better	Same	Worse
Base	195			
	%			
Trails	86	42	58	0
Visitor reception area	76	32	68	1
Beaches	83	30	68	2
Main park campground	76	27	72	1
Shower building	70	40	58	2
Canteen	74	16	75	9
Picnic sites	71	28	71	2
Exhibit centre	58	19	79	2
Outdoor theatre	58	33	65	3
Playgrounds	67	25	71	4
Guided walks	37	49	51	-
Boat landing	34	18	80	2
Boat/canoe rentals	34	20	75	3
Children's program	26	31	67	2
Backcountry campsites	11	30	70	-
Guided paddles	10	28	72	-
Group camp area	11	30	65	5
Bilingual services	10	39	61	-

RATING OF FACILITIES USED BY PARTY BENEFIT SEGMENT

	% used facility	RATING		
		Better	Same	Worse
Base	68			
	%			
Trails	83	37	59	4
Visitor reception area	74	44	53	2
Beaches	73	22	76	2
Main park campground	76	33	62	4
Shower building	75	38	60	2
Canteen	63	24	71	5
Picnic sites	50	19	77	3
Exhibit centre	36	52	48	0
Outdoor theatre	34	30	65	5
Playgrounds	40	25	75	-
Guided walks	21	50	42	8
Boat landing	27	31	69	-
Boat/canoe rentals	41	36	44	20
Children's program	10	67	17	17
Backcountry campsites	22	34	46	-
Guided paddles	3	100	-	-
Group camp area	13	43	43	14
Bilingual services	5	33	67	-

RATING OF FACILITIES USED BY ACTIVE FRIENDS
BENEFIT SEGMENT

	% used facility	RATING		
		Better	Same	Worse
Base	103			
	%			
Trails	91	46	52	2
Visitor reception area	82	29	70	1
Beaches	76	31	65	4
Main park campground	70	39	59	2
Shower building	68	43	52	5
Canteen	59	15	67	19
Picnic sites	62	33	67	-
Exhibit centre	55	31	59	10
Outdoor theatre	49	33	60	7
Playgrounds	37	35	62	3
Guided walks	40	51	46	3
Boat landing	40	21	71	8
Boat/canoe rentals	38	25	58	17
Children's program	18	38	56	6
Backcountry campsites	38	39	58	3
Guided paddles	15	57	43	-
Group camp area	12	27	73	-
Bilingual services	12	18	82	-

RATING OF FACILITIES USED BY LEARN AND EXPERIENCE BENEFIT SEGMENT

	% used facility	RATING		
		Better	Same	Worse
Base	130			
	%			
Trails	84	36	62	2
Visitor reception area	87	36	62	2
Beaches	66	27	68	5
Main park campground	63	33	64	3
Shower building	63	40	56	4
Canteen	57	18	72	10
Picnic sites	50	26	74	-
Exhibit centre	52	31	66	3
Outdoor theatre	48	34	64	2
Playgrounds	40	32	66	2
Guided walks	37	40	58	2
Boat landing	29	21	79	-
Boat/canoe rentals	38	25	64	11
Children's program	18	29	67	5
Backcountry campsites	19	65	35	-
Guided paddles	8	44	56	-
Group camp area	10	45	55	-
Bilingual services	3	25	75	-

This table briefly examines the factors contributing to the decision to visit Kejimkujik National park among the benefit segment.

- The family relaxing segment plans their visit to Kejimkujik an average of eleven weeks before arrival at the park.

- More of the family and friends segment made their plans to visit Kejimkujik at home, probably because this involved arranging the visit with friends.

- Members of the party segment, unlike other visitors, are not visiting Kejimkujik for the scenery. This group also plans their trip significantly less in advance.

- Members of the learn and experience segment are more likely to have made the decision to visit Kejimkujik while en route.

- A greater percentage of the active friends segment chose Kejimkujik because it provided the opportunity to canoe. For more than four-fifths of this segment, Kejimkujik was the first destination choice.

VISIT PLANNING PROFILE
BY BENEFIT SEGMENTS

	Total	Family relaxing	Family and friends	Party	Learn and experience	Active friends
Base	722	226	195	68	130	103
	%	%	%	%	%	%
Major reason chose to visit Kejimkujik						
Experience	14	16	16	11	12	8
Camp	13	13	12	16	13	13
Scenery	12	12	12	-	13	15
To canoe	10	10	8	16	7	17
Close	10	11	13	15	8	6
Never been	9	9	5	11	13	10
To hike	3	4	2	-	5	4
Safe	2	1	2	-	1	3
Other	27	24	31	30	29	23
Who made decision						
Husband	11	12	13	8	12	6
Wife	6	8	7	2	4	5
Children	1	0	1	2	1	4
Group Leader	4	2	2	5	6	6
Other	71	74	72	60	70	70
Where made decision						
At home	78	78	86	77	70	73
En route	13	15	7	14	18	12
Other	9	7	7	9	11	15
When made decision						
Impulse	15	14	13	18	21	9
1 to 3 days before	16	13	16	23	15	19
4 to 6 days before	9	5	9	9	10	13
1 to 2 weeks before	12	12	9	15	10	15
3 weeks to 1 month before	13	13	14	14	8	12
1 to 3 months before	18	18	21	12	19	13
More than 3 months before	19	24	18	9	18	18
Average # of weeks before visit made decision to go	9.4	11.0	10.3	4.7	7.9	9.1
Kejimkujik was ... (among overnight visitors)						
First choice	74	73	74	69	69	83
Not first choice	16	18	15	20	12	14

This table outlines the facilities which each segment expected would be available at the park or in the surrounding area. For the most part, the expected facilities are available, with the exception of heated washrooms.

- Expectations among members of the family relaxing segment parallel those of the average park visitor.

- The family and friends segment tends to have higher expectations in terms of convenience facilities: heated washrooms, canteen, laundromat, garage, etc. More members of this segment expected to use the playground.

- Members of the party group did not expect to use facilities provided for children. Nor did they expect to use the exhibit centre, guided walks or paddles.

- Fewer members of the learn and experience group expected to use a canteen or grocery store. Neither did they expect to use heated washrooms or campfire pits.

- The active friends segment expected to make greater use of tourist bureau. They did not expect to take advantage of shower building, heated washrooms or semi-serviced sites.

FACILITIES EXPECTED TO USE
BY BENEFIT SEGMENTS

		Total	Family relaxing	Family and friends	Party	Learn and exper-ience	Active friends
	Base	722	226	195	68	130	103
		%	%	%	%	%	%
	Trails	80	83	78	78	76	86
	Campfire pits	68	74	68	65	53	78
	Shower buildings	62	69	63	63	53	51
	Visitor centre	61	65	59	53	60	60
NA	Heated washrooms	58	59	67	56	49	49
	Semi-serviced sites	52	60	51	56	48	39
	Picnic sites	50	48	55	49	48	47
	Grocery store	48	54	51	46	35	43
	Playgrounds	46	50	62	32	36	30
	Cut firewood	46	50	50	40	39	45
	Canteen	44	44	52	46	32	46
	Boat landing	41	45	39	40	35	48
	Exhibit centre	40	47	43	28	35	36
	Guided walks	40	47	43	29	36	34
	Boat/canoe rentals	39	38	37	51	34	45
	Cooking shelter	30	30	33	31	23	30
	Backcountry campsites	26	24	21	26	19	46
NA*	Laundromat	25	25	33	22	16	23
NA*	Tourist Bureau	23	17	25	28	21	35
	Children's programme	22	29	24	12	19	13
NA	Campsites water electricity	22	19	26	26	18	22
	Garage	20	23	27	12	15	13
	Guided paddles	19	24	23	7	15	17
NA*	Restaurants	15	16	14	12	18	13
NA	Recreation building	15	15	21	15	8	13
	Craft stores	14	17	12	6	12	17
	Churches	11	12	12	7	11	8
	Trip/visit planning	11	13	9	12	8	15
NA	Movie theatre	10	10	13	4	8	12
NA*	Developed sports areas	10	9	11	10	6	11
	Bilingual services	9	8	10	7	9	13
	Canoe clinics	8	12	7	7	6	7
NA*	Video arcade	7	8	7	6	6	9
NA	Tour boat	6	6	3	9	8	4
NA*	Clothing stores	6	7	7	1	6	5
NA	Craft Programmes	5	6	4	3	3	8
NA	Campcraft courses	4	4	4	1	5	4
	Roofed - hotel lodging	3	3	2	3	5	-

* Available within 15 kilometres of park entrance

Visitors travelling to the park seeking different benefits also differ with respect to their prior knowledge of Kejimkujik.

- Those visiting the park to be with family and friends have visited the park more often and therefore their expectations are based mostly on past experiences at Kejimkujik.

- Conversely, two-fifths of the party segment have not visited the park before, and only one-fifth cite past Kejimkujik as the basis of their expectations. Rather, this groups' expectations are largely based upon word of mouth.

- Neither have as many members of the learn and experience group visited Kejimkujik before. Members of this group are less likely to know what activities were available before they arrive. This group also has a lower level of experience with other national parks.

PRIOR KNOWLEDGE OF KEJIMKUJIK AMONG BENEFIT SEGMENTS

	Total	Family relaxing	Family and friends	Party	Learn and experience	Active friends
Base	722	226	195	68	130	103
	%	%	%	%	%	%
Number of prior visits to Kejimkujik						
None	29	29	(17)	[37]	[41]	33
One to two	14	12	15	12	10	20
Three to five	17	15	17	24	16	15
Six to ten	14	16	19	12	7	8
More than ten	27	28	32	16	26	24
	#	#	#	#	#	#
Average # of prior visits	5.1	5.3	[6.2]	(3.8)	4.4	4.4
	%	%	%	%	%	%
Expectations based on ...						
Kejimkujik information	19	17	21	12	20	23
Experience at other National Park	15	19	10	20	11	15
Word of mouth	28	23	25	[40]	32	29
General knowledge about parks	4	4	3	2	6	5
Tourist literature	4	5	2	6	4	1
Past Kejimjujik experience	30	31	[38]	(20)	27	23
Knew activities before arriving at Kejimkujik	66	67	71	62	58	65
Have visited other National Parks						
Often	32	37	32	27	23	34
Occasionally	50] 82	50] 81	52] 84	45 (72)	42 (65)	49] 83
Seldom	15	11	14	21	21	13
Never	3] 18	2] 13	3] 17	6] 28	4] 25	4] 17

The visit characteristics of each benefit segment are described in this table.

- The family relaxing segment stays at the park longer than the other segments.

- The visit to Kejimkujik is less apt to be a stopover among members of the family and friends segment, and a greater number of these visitors go to the park during the summer months, although this group visits Kejimkujik across all four season moreso than the other segments.

- Members of the party segment spend fewer days at the park on average.

- Those visiting the park to learn and experience also have shorter visit durations, and the visit to Kejimkujik is a stopover for more of these visitors. Fewer members of this segment visit the park during the summer months.

VISIT DESCRIPTORS
BY BENEFIT SEGMENTS

	Total	Family relaxing	Family and friends	Party	Learn and exper-ience	Active friends
Base	722	226	195	68	130	103
	%	%	%	%	%	%
Length of stay						
1 day	28	24	29	28	40	19
2 - 3 days	32	28	30	38	27	45
4 - 7 days	26	27	26	27	22	24
8 - 14 days	13	19	12	6	7	7
15 days or more	2	2	2	-	-	4
	#	#	#	#	#	#
Average length of stay	4.2	[4.8]	4.2	(3.5)	(3.5)	4.3
	%	%	%	%	%	%
Kejimkujik was stopover on extended trip	26	26	(17)	30	[37]	28
Kejimkujik was highlight of that trip	74	75	[83]	67	74	68
Season(s) have visited Kejimkujik						
Summer	73	76	[85]	68	(60)	67
Fall	29	24	36	29	29	27
Winter	10	12	10	12	6	13
Spring	20	20	24	15	16	23
	#	#	#	#	#	#
Average number of seasons visited	1.3	1.3	1.6	1.2	1.1	1.3

This table describes the members of the benefit segments in terms of outdoor experience, type of park user, party composition and residence.

- As suggested by the importance members of the family relaxing segment place on being with their families, more than nine-tenths of this group are visiting Kejimkujik with their families.

- The family and friends segment visits the park in with a larger party size than the average visitor, and more of the visit parties in this segment reside in Nova Scotia.

- The party segment, for the most part, visits the park with friends.

- More of the learn and experience group are day visitors and a greater number of these visitors are travelling from New England.

VISITOR DESCRIPTORS
BY BENEFIT SEGMENTS

	Total	Family relaxing	Family and friends	Party	Learn and experience	Active friends
Base	722	226	195	68	130	103
	%	%	%	%	%	%
Outdoor experience						
Novice	15	15	16	20	11	12
Intermediate	52	56	50	48	48	51
Experienced	34	29	34	32	41	36
Type of park user						
Group	3	2	4	5	5	1
Backcountry	13	11	8	14	11	26
Main camp	62	69	61	64	53	55
Day activities	9	9	10	5	13	9
Day sightseer	13 (22)	10 (19)	17 (17)	14 (19)	17 (30)	9 (18)
Party composition						
Family	74	91	82	35	67	56
Friends	18	5	11	[59]	22	[32]
Group	4	1	4	3	7	6
Alone	2	2	1	-	4	2
	#	#	#	#	#	#
Average number in party	4.2	3.8	[5.1]	4.0	4.5	(3.6)
Residence						
Nova Scotia	74	73	[86]	73	(62)	71
Other Atlantic provinces	3	5	2	2	3	5
Quebec/Ontario	5	7	3	5	6	5
Prairies/B.C.	2	-	2	2	1	4
New England	13	13	6	14	[23]	14
Other U.S.	2	2	1	3	4	-
Other	1	*	1	2	1	1

All five benefit segments have an equally favourable rating of their overall visit to Kejimkujik.

- The party group has a less favourable impression of the activities at the park.
- The active friends have fewer complaints about noise.

RATING OF KEJIMKUJIK VISIT
BY BENEFIT SEGMENTS

	Total	Family relaxing	Family and friends	Party	Learn and exper-ience	Active friends
Base	722	226	195	68	130	103
	%	%	%	%	%	%
Overall rating of visit						
Excellent	63	62	65	61	62	62
Good	33	96 32	94 33	98 33	94 35	97 30	92
Fair	4	5	2	6	2	7
Poor	*	-	-	1	-	-
Most memorable experience						
Service	4	4	1	5	3	7
Programme	2	1	3	2	2	2
Activities	21	24	21	(10)	25	18
Setting	28	29	26	33	27	26
Wildlife	27	27	27	22	27	29
Experience nature	7	7	7	10	6	7
Most negative aspect						
Service	7	7	5	8	9	8
Programme	19	12	20	28	22	20
Activities	1	1	2	-	-	2
Setting	1	1	1	-	2	2
Noise	15	22	16	18	9	(5)
Wood	8	9	6	5	4	14
Cost	1	-	1	-	1	2
No canoe	2	1	3	-	-	2

This table examines the benefit segments' distribution within the activity segments described in the first half of this section of the report.

- A higher percentage of the learn and experience segment are picnickers.
- The active friends segment has a higher percentage of backcountry campers among its members.

BENEFIT SEGMENTS
BY ACTIVITY SEGMENTS

	Total	Family relaxing	Family and friends	Party	Learn and exper-ience	Active friends
Base	722	226	195	68	130	103
	%	%	%	%	%	%
Main park campers	55	56	63	53	48	48
Picnickers	20	18	22	18	[28]	10
Backcountry campers	18	15	13	21	13	[35]
Day canoers/hikers	7	10	2	8	9	7

APPENDICES

* Evaluation of Kejimkujik visitor survey questionnaire

Market segmentation - statistical methods

Evaluation of Kejimkujik visitor survey questionnaire

This evaluation first examines each question within the questionnaire. This is followed by a more general discussion of the informational requirements of visitor surveys.

1. Needs time frame emphasized.

   "Did you know that Kejimkujik is one of the National Parks of Canada before your visit to the park?

3. This question is of limited usefulness when asked of visitors to the park. The results indicate that all visitors have positive perceptions of Kejumkujik. Additionally, collection of subjective evaluations of perception of a facility prior to use is rarely uninfluenced by the actual experience. This type of question would be more profitably asked of non-visitors, to provide an understanding of why they have not visited the park.

4. As phrased, this question allows a wide range of answers. Is the question attempting to discover why Kejimkujik was selected over other possible destinations, the activities sought during the visit, etc.

5. Answers to this question suggest that respondents answered with the activities they would do.

   "Before you decided to go to Kejimkujik did you know what types of activities were available at the park?"

9. Outdoor experience is left undefined. A more useful approach to address this might be:

   Please "X" one box for each of the following activities to show how often you do them.

	Never	Seldom	Occasionally	Often
Canoe	( )0	( )1	( )2	( )3
Hike				
Camp				
etc.				

10. Allow multiple responses in order to identify backcountry campers who spent time in the main park.

11. "How long did you plan to stay in Kejimkujik?"

12. The questionnaire does provide information about the park facilities actually used. It would also be useful to know which services or facilities not provided by the park were sought out and used by visitors (e.g. developed sport areas, roofed hotel lodging, tourist bureau, etc.).

13. The importance scale used is very skewed toward the high end. Following are two alternative scales which provide greater range for differentiation between respondents.

5-point scale	3-point scale*
Very important	Very important
Somewhat important	Somewhat important
Neither important nor unimportant	
Not very important	
Not at all important	Not at all important

* This three-point scale was used to measure benefit importance in the U.S. potential traveller study.

14. Much of the information collected in this question was lost in the coding process. Examination of the questionnaires could provide more detail.

16. This question should identify activities participated in and a measure of the importance of those activities. Results suggest that some activities were rated by non-users. Additionally, the assumption made in this question is that activities not participated in are unimportant. This is not necessarily true, as other constraints such as time, weather etc. may contribute to non-participation. In order to segment visitors based on activities, each respondent should rate each activity. In order to get importance and participation for each of these activities, the question could be structured as follows:

a) Please "X" the one box to show how important each of these activities is to you when visiting a park like Kejimkujik.
("X" one box for each activity) → QU.a

	Very important	Somewhat important	Not important	QU.b Participated in
Wildlife/bird watching	( )3	( )2	( )1	( )1
Theatre attendance	( )3	( )2	( )1	( )1

etc. ...

b) Now please "X" only those activities in which you participated during your visit to Kejimkujik.
("X" as many as apply) → QU.b

Note that the importance scale used in this question was also very positively skewed.

18. This question was very poorly answered with a non-response rate of 34 to 56 percent. Collection of this type of data would be better approached using an on-site diary distributed to willing visitors as they entered the park and dropped off as they left. Completion of such a diary would make little demand on visitors, and would alleviate the problems of recall of this more detailed information.

20. This question could address whether or not additional information was received, and if so, whether it affected plans.

a) Did you receive additional information?

Yes
No → SKIP TO QU.?

b) Did this information affect your plans?

Yes
No → SKIP TO QU.?

Additionally, question 20c and 20d have been coded into very general categories which do not provide much in the way of diagnostic information. Examination of the questionnaires might be fruitful.

21. Approximately 70% of responses to this question are coded as other. As such, minimal information is provided. Again, it is suggested that the questionnaires be examined.

22. Two to three weeks, three to four and six to seven months have not been included in the specified codes.

24a) This question should be more specific dependent on the type of information sought. Is the intent of the question to find out about other regions, considered other types of areas (resort, oceanside, sunspot), or just what?

27. If all visitors rate the facilities, regardless of whether they used them or not, a comparison between user and non-user ratings could be examined. Non-users may not have used facilities because they felt the facilities were poor.

29. Coded to generally - see questionnaires.

30. Highly skewed scale.

31. This question is very structured and may restrict respondents to the codes specified and would likely work better as an open-ended question.

> "Why did your experience not meet with your expecations of your visit?

32b, 33, 34 Coded too generally - see questionnaires.

40. The addition of "family and friends" as a code would allow this question to be a single mention question with no loss of information.

In general, variables which are to be the basis of a segmentation analysis should be asked of all respondents, regardless of usage. This allows differentiation on importance independent of use. Similarly, ratings of facilities can be obtained among users and non-users and comparisons can be made.

In addition to basic visit planning, visitor and rating information, three different types of information are required for Parks Canada planning. They are:

1. Activities want to participate in during visit
2. Facilities desired
3. Benefits sought

For example, two visitors may visit the park to canoe. One visitor owns a canoe and requires no assistance, needing only access to the water, and canoes for physical benefits. Alternatively, visitor number two wants to rent a canoe, needs some instruction and is canoeing because it is relaxing. These two visitors have come to the park to participate in the same activity, but in terms of facilities required, and benefits sought, are very different.

The reported analysis segmented visitors based on activities and benefits. Although importance of activities does provide insight into the importance of facilities, this could be examined more directly by having respondents rate the importance of facilities. Consider two of the Parks Canada prospect groups discussed in the second section of the report: the national park group and the resort/wilderness area group. Both groups value the wilderness setting, but one accesses this setting by using campgrounds while the other prefers roofed lodging.

POOR

QUALITY

ORIGINAL